

Tom

Woman Thing Music Timeline (2/5/97)

JANUARY 1997

1st Half

1/20 All clubs confirmed

1/20 Direct Mail Laser Sign Offs

1/20 1-800# running

1/20 Nat. print (A/K) due

1/20 Off. & Def. DM proofs

1/20 DM herd & 1st four cities laser sing offs due

1/27-4/4 Promote dance single in clubs

1/27 Club poster, table tents, & table tent insert A&K due

1/27 Bar night promo. video review

2nd Half

1/20 Artist finalized

FEBRUARY 1997

1st Half

2/3 Club night ROP due

2/3 DM herd and 1st 4 cities drop

2/3 Tour schedule release

2/10 DM 2nd local laser sign offs due

2/17-5/30 ROP drop dates

2/20 Strategic Research begins

2/20 Club Nights begin St. Louis/New Orleans

2/24 DM Off. & Def. & 3rd local laser sign offs

2/24 DM 2nd 4 cities drop

2nd Half

2/17 2nd artist contract signed

2/17-3/7 Source Music for 2nd EP

2/17-3/7 Source and contract musicians

2/24 Enter program into PMCS

2/24 Creative brief on 2nd EP to Burnett

12/24 Contract producer

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MARCH 1997

1st Half

3/3 All 1st half retail materials due at Madden
3/6 Club Nights begin Atlanta/Birmingham
3/10 DM last 2 cities laser sign offs due
3/17 DM Off. , Club, & last 2 cities drop
3/20-4/18 Club Nights in Chicago/Detroit
3/21/22 Martha Byrne Showcase (St. Louis/New Orleans)
3/21 Evaluative research beings

2nd Half

3/3-4/14 Source>Select manufacturer
3/3-3/7 Rehearsal/Programming EP
3/17 Retail brief due
3/31 EP look,Cover design and video packaging comps due
3/31-4/28 Record EP

APRIL 1997

1st Half

4/1 City book issue date

4/3-5/2 Club Nights in Baltimore/Charlotte
4/4-5 Martha Byrne Showcase (Atlanta/Birmingham)
4/10-5/10 Club Nights in Dallas

4/17-5/17 Club Nights in New York
4/18-19 Martha Byrne Showcase Chicago/Detroit
4/30 Evaluative research results
4/30 Initial name generation report

2nd Half

4/1 EP cover and video packaging (A/K) due
4/1 Green sheets to Fulfillment
4/2-4/4 Track Selection for EP
4/7-4/9 Mix EP
4/10-4/14 Master EP
4/14-4/30 Final Mix EP dance single
4/14 Retail packaging comps EP due
4/21 Contract video producer

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MAY 1997

1st Half

5/1 National print issue date
5/2-3 Martha Byrne Showcase in Baltimore/Charlotte
5/5 Martha CD at retail
5/5 Co. event
5/12 Strategic research results
5/12 Martha Byrne Showcase in Dallas
5/19 Martha Byrne Showcase in New York
5/26 Final name generation report
5/26 Volume impact research due

2nd Half

5/5 Final Film due to CD manufacturer
5/5 Pre-production artist video
5/5 Present Video Concepts
5/5 Media brief EP due to Burnett
(6/23) 5/5 Direct Mail brief EP due to Burnett
5/16-6/12 Manufacture EP
5/19 Retail packaging EP (A/K) due
5/19 RVP approval of October promotion
5/26 Retail Sell Card due
5/26 Media Plan EP due

June 1997

1st Half

2nd Half

6/2 Direct Mail EP comp due
6/2-23 Video Shoot (2nd EP)
6/16 Print comps due
6/16 Retail POS (A/K) due
6/16 Review program creative elements with team
6/23 All materials due to Madden
6/23-7/14 Post Production Video

July 1997

1st Half

2nd Half

7/1 All retail materials due at Madden
7/1 Retail packaging EP due
7/7 Direct Mail EP (A/K) due
7/7 Print EP (A/K) due
7/7 Retail sell card EP (A/K) due
7/16-10/1 Promote dance single (EP) at clubs

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September 1997
1st Half

2nd Half

9/1 Showcase ROP due
9/1 Consumer Affairs operator training

October 1997
1st Half

2nd Half

10/1 Retail drop
10/1 Print issue date
10/1² Direct drop
10/15-11/22 Showcase Tour

November 1997
1st Half

2nd Half

11/29 Initial name generation report

December 1997 12/28
1st Half

2nd Half

Final name generation report

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